

ABOUT THE FESTIVAL

The festival has become one of the East Coast's premier automotive showcases, attracting national and international attention and positioning Old Town Alexandria as a destination for unforgettable experiences.

This annual weekend-long celebration is held in the heart of Old Town Alexandria, Virginia, along the lower blocks of King Street between Saint Asaph and Lee Street, just steps from the waterfront.

THIS YEARS CHARITIES



OVERVIEW

- \$175,000 Raised
- 40K+ Estimated Spectators
- 28.5M Potential Reach
- 1.4M Advertising Impressions
- 35K+ Newsletter Subscribers
- 40K+ Website Visits
- 28K+ Social Media Impressions



SUNDAY, MAY 17 2026

SPONSOR US & Make A Difference

With more than 40,000 spectators coming together to experience the event, sponsoring The Old Town Festival of Speed & Style offers a unique opportunity to engage with a vibrant audience while supporting a meaningful cause.

Gain powerful exposure with your logo featured on high-visibility event signage, promotional materials, social media, our website, and event-day announcements.





**FESTIVAL SPONSOR:
DIAMOND \$14,000.00**

- Private table for 10 at High-Octane Ball
- On-stage award presentation
- Signature Diamond Sponsor trophy
- Premier booth opposite main event
- 10% off custom marketing materials
- Local print and media exposure
- 3-minute video on social channels
- Logo on the top pf step & repeat wall
- Mentioned often by emcee during event
- Full-page ad with logo in event program
- Branded item in swag bags
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use branding and photos



**FESTIVAL SPONSOR:
GOLD \$2,500.00**

- Prime 10x10 booth in a high-traffic area
- Local media exposure opportunities
- 30-sec promo video on social channels
- Logo on low/mid level step & repeat wall
- Mentioned by emcee during event
- Branded item in swag bags
- Logo in event program
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use branding and photos



**FESTIVAL SPONSOR:
TROPHY \$8,000.00**

- On-stage award presentation
- Named trophy in your honor
- 4 tickets to the High-Octane Ball
- Premier 10x10 booth on main block
- 5% off custom marketing materials
- Local print and media exposure
- 2-minute video on social channels
- Logo on upper step & repeat wall
- Mentioned twice by emcee during event
- Branded item in swag bags
- ½-page ad with logo in event program
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use branding and photos



**FESTIVAL SPONSOR:
SILVER \$1,000.00**

- Premium 10x10 booth
- Local media exposure opportunities
- Logo on lower level of step & repeat wall
- Mentioned by emcee during event
- Branded item in swag bags
- Logo in official event program
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use branding and photos



**FESTIVAL SPONSOR:
PLATINUM \$5,000.00**

- 2 tickets to the High-Octane Ball
- Prime 10x10 booth near main event area
- Local print and media exposure
- 1-minute video on social channels
- Logo in middle of step & repeat wall
- Mentioned twice by emcee during event
- Branded item in swag bags
- ¼-page ad with logo in event program
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use branding and photos



**FESTIVAL SPONSOR:
BRONZE \$500.00**

- Logo in official event program
- Logo and link on festival website
- Featured on Facebook and Instagram
- Rights to use logo and photos

TAX DEDUCTABLE

The Old Town Festival of Speed & Style is a 501(c)(3) non-profit charitable organization focused on the community and chartered to generate and donate funds to local charities.

